

**Subject:** Re: Next On Sixth Grand Opening  
**From:** Julie Fornaro <jfornaro@newgroundco.com>  
**Date:** 11/07/2017 10:42 AM  
**To:** Wilshire Center BID <info@wilshirecenter.com>  
**CC:** Dustin Storey <dustin@centurywestpartners.com>

Yes, I'll be in touch, thanks

On Nov 7, 2017, at 10:41 AM, Wilshire Center BID  
<[info@wilshirecenter.com](mailto:info@wilshirecenter.com)> wrote:

Hi Julie,

Yes, no problem. That sounds good. Can you get me something by Thursday?

Thank you,  
Michael Russell  
Executive Director  
Wilshire Center Business Improvement District (WCBID)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
[www.wilshirecenter.com](http://www.wilshirecenter.com)  
[facebook.com/wilshirecenter](https://facebook.com/wilshirecenter)  
IG: @WilshireCenterBID  
213-487-7003  
3600 Wilshire Blvd., Suite 1032  
Los Angeles, CA 90010

On Nov 7, 2017, at 10:37 AM, Julie Fornaro  
<[jfornaro@newgroundco.com](mailto:jfornaro@newgroundco.com)> wrote:

Hi Michael, are you thinking of using that article in your newsletter? I have some concerns about you doing that because there are copyrights on news articles and you could potentially get in trouble. I think it's better if I create one for you of the same length and you use that instead. Sound good?

Julie Fornaro  
NewGround PR & Marketing  
562.587.3957

On Nov 7, 2017, at 10:31 AM, Wilshire Center BID  
<[info@wilshirecenter.com](mailto:info@wilshirecenter.com)> wrote:

Hi Julie,

This article is actually the perfect length: <https://nextonsixth.com/2017/10/century-west-holds-next-sixth-grand-opening/>

Thank you,  
Michael Russell  
Executive Director  
Wilshire Center Business Improvement District (WCBID)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
[www.wilshirecenter.com](http://www.wilshirecenter.com)  
[facebook.com/wilshirecenter](https://facebook.com/wilshirecenter)  
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213-487-7003  
3600 Wilshire Blvd., Suite 1032  
Los Angeles, CA 90010

On Nov 7, 2017, at 7:25 AM, Julie Fornaro  
<[jfornaro@newgroundco.com](mailto:jfornaro@newgroundco.com)> wrote:

Hello Michael, how long does the article need to be in length? I can probably work from our press release and turn it into a shorter article. Let me know, thanks!

Julie Fornaro  
NewGround PR & Marketing  
562.587.3957

On Nov 6, 2017, at 4:28 PM, Dustin Storey  
<[dustin@centurywestpartners.com](mailto:dustin@centurywestpartners.com)> wrote:

Julie,

Are you able to assist with Michael's request below from the PR article that your team wrote for us? Thank you so much

<image001.gif>

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**From:** Wilshire Center BID [<mailto:info@wilshirecenter.com>]  
**Sent:** Monday, November 6, 2017 4:14 PM  
**To:** Dustin Storey <[dustin@centurywestpartners.com](mailto:dustin@centurywestpartners.com)>  
**Subject:** Next On Sixth Grand Opening

Hi Dustin,

I'm looking for an article for our WCBID newsletter that needs to go out this week.

Do you have a write up on the Next on Sixth Grand Opening event that I could use?

Hope all else is well.

Thank you,  
Michael Russell  
Executive Director  
Wilshire Center Business Improvement District (WCBID)  
[mike@wilshirecenter.com](mailto:mike@wilshirecenter.com)  
[www.wilshirecenter.com](http://www.wilshirecenter.com)  
[facebook.com/wilshirecenter](https://www.facebook.com/wilshirecenter)  
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